CHAPTER IV
RESEARCH METHODOLOGY

In this chapter an attempt has been made to explain the statement of the problem, objective of the study and research methodology.

Statement of the Problem

The challenge that exists today in many countries is to reach the whole population with adequate public health to solve the health problems caused by environmental pollution and to ensure their utilization. The “large hospital” which was chosen hitherto for the delivery of health services has failed in the sense that it serves only a small part of the population, that too, living within a small radius of the building and the services renders are mostly curative in nature. Therefore it has been aptly said that these large hospitals
are more ivory towers of disease than centers for the delivery of comprehensive health care services. Rising costs in the maintenance of these large hospitals and their failure to meet the total health needs of the community have led many countries to seek “alternative” models of health care delivery with a view to provide health care services that are reasonably inexpensive, and have the basic essentials required by rural population. A research study on impact of environmental pollution on public health with reference to Madurai District could help the policy makers to evolve a suitable policy so that the basic essential health care services required by rural population are made available. Therefore, the scholar thought it appropriate to take up a research study on impact of environmental pollution on public health with reference to Madurai District.

**Objective of the Study**

**THE IMPORTANT OBJECTIVES OF THE STUDY ARE:**

1. **TO ANALYZE THE SOCIO ECONOMIC BACKGROUND OF THE RESPONDENTS;**

2. **TO EVALUATE THE MEDICAL CARE SERVICES AVAILABLE TO PUBLIC IN MADURAI DISTRICT TO SOLVE THE HEALTH PROBLEMS CAUSED BY ENVIRONMENTAL POLLUTION; AND**

3. **TO ASSESS THE OTHER HEALTH CARE SERVICES AVAILABLE TO PUBLIC IN MADURAI DISTRICT TO SOLVE THE HEALTH PROBLEMS CAUSED BY ENVIRONMENTAL POLLUTION.**

**SCOPE OF THE STUDY**

**THE MAIN FOCUS OF THE STUDY IS TO ANALYZE THE IMPACT OF ENVIRONMENTAL POLLUTION ON PUBLIC HEALTH WITH REFERENCE TO MADURAI DISTRICT. THEREFORE, THE MAJOR THRUST IS TO ANALYZE THE IMPACT OF ENVIRONMENTAL POLLUTION ON PUBLIC HEALTH WITH REFERENCE TO MADURAI DISTRICT.**

**Area of the Study**
THIS RESEARCH WORK ANALYSES THE IMPACT OF ENVIRONMENTAL POLLUTION ON PUBLIC HEALTH WITH REFERENCE TO MADURAI DISTRICT. IN MADURAI DISTRICT TOTALLY THERE ARE 42 PRIMARY HEALTH CENTRES AND 314 PRIMARY HEALTH SUB CENTRES LOCATED IN ONE DISTRICT PANCHAYAT, 13 BLOCK PANCHAYATS AND 431 VILLAGE PANCHAYATS. FOR THE PURPOSE OF ANALYSES THE SCHOLAR HAS SELECTED 13 PRIMARY HEALTH CENTRES FROM 13 BLOCKS. THEREFORE, THE PRESENT STUDY CONFINES TO THE ANALYSIS OF THE HEALTH CARE SERVICES EXTENDED TO 13 PRIMARY HEALTH CENTRES LOCATED IN 13 BLOCK PANCHAYATS OF MADURAI DISTRICT.

METHOD OF RESEARCH

SURVEY IS A ‘FACT-FINDING’ STUDY. IT IS A METHOD OF RESEARCH REVOLVING COLLECTION OF DATA DIRECTLY FROM A POPULATION OR A SAMPLE THEREOF AT PARTICULAR TIME. IT IS NOT MERE CLERICAL ROUTINE OF GATHERING AND TABULATING FIGURES. IT REQUIRES EXPERT AND IMAGINATIVE PLANNING, CAREFUL ANALYSIS AND RATIONAL INTERPRETATION OF THE FINDINGS. SOCIAL SURVEY METHOD HAS BEEN MADE USE OF IN THIS STUDY AS THE STUDY IS MAINLY BASED ON THE DATA COLLECTED FROM A SAMPLE OF RESPONDENTS OF 13 PRIMARY HEALTH CENTRES LOCATED IN 13 BLOCK PANCHAYATS.

SOURCES OF DATA

THE DATA FOR THIS STUDY HAVE BEEN COLLECTED BOTH FROM SECONDARY AND PRIMARY SOURCES. THE SECONDARY SOURCES OF DATA HAVE BEEN COLLECTED FROM BOOKS, JOURNALS AND REPORTS. THE PRIMARY SOURCES OF DATA HAVE BEEN COLLECTED FROM THE SAMPLE RESPONDENTS SELECTED FROM 13 PRIMARY HEALTH CENTRES LOCATED IN 13 BLOCK PANCHAYATS THROUGH INTERVIEW SCHEDULE AND DISCUSSIONS HELD WITH THE OFFICIALS OF THE HEALTH CARE CENTRES AND PANCHAYATI RAJ INSTITUTIONS WITH A VIEW TO ANALYZE THE IMPACT OF ENVIRONMENTAL POLLUTION ON PUBLIC HEALTH WITH REFERENCE TO MADURAI DISTRICT.

Study Design

THE PRIMARY PURPOSE OF THE STUDY IS NOT THE TESTING OF ANY HYPOTHESIS. BEING AN EXPLORATORY-CUM-DESCRIPTIVE STUDY, ITS BASIC THRUST IS TO GAIN FAMILIARITY AND INSIGHT INTO THE IMPACT OF ENVIRONMENTAL POLLUTION ON PUBLIC HEALTH WITH REFERENCE TO MADURAI DISTRICT.

Sampling Design
The scholar has selected 40 respondents randomly from each Primary Health Center located in 13 Block Panchayats totaling 520 respondents for the analysis of the study.

**Selection of the Respondents**

**SINCE THE PRESENT RESEARCH WORK IS TO ANALYZE THE IMPACT OF ENVIRONMENTAL POLLUTION ON PUBLIC HEALTH WITH REFERENCE TO MADURAI DISTRICT THE RESPONDENTS HAVE BEEN SELECTED FROM THE 13 PRIMARY HEALTH CENTERS LOCATED IN 13 BLOCK PANCHAYATS OF MADURAI DISTRICT.**

**Data Collection**

Collection of data was an important and rich experience in the whole of this research process. It took part-time fieldwork for almost one year. Since the respondents selected for the analysis of the study were scattered in 13 Primary Health Centers located in 13 Blocks traveling took quite a lot of time and effort. Once all the respondents had been selected, the researcher had sought prior permission from the respondents through letters and telephones. This approach was found to be very useful and practical, as the respondents were well informed of the purpose of the study and well assured of its confidential nature. It took almost about one hour to interview each respondent. Despite various difficulties, this experience was very enriching and rewarding in terms of understanding the various issues related to impact of environmental pollution on public health with reference to Madurai District.

**Method of Data Collection**

Personal interview with the help of the structured interview schedule was the main method used for the collection of primary data from the respondents. This approach in data collection helped the researcher in many ways. Initially, most of the respondents were skeptic about this study. But person-to-person approach provided sufficient room for clarifying their doubts and explaining the purpose of the study. The researcher got an